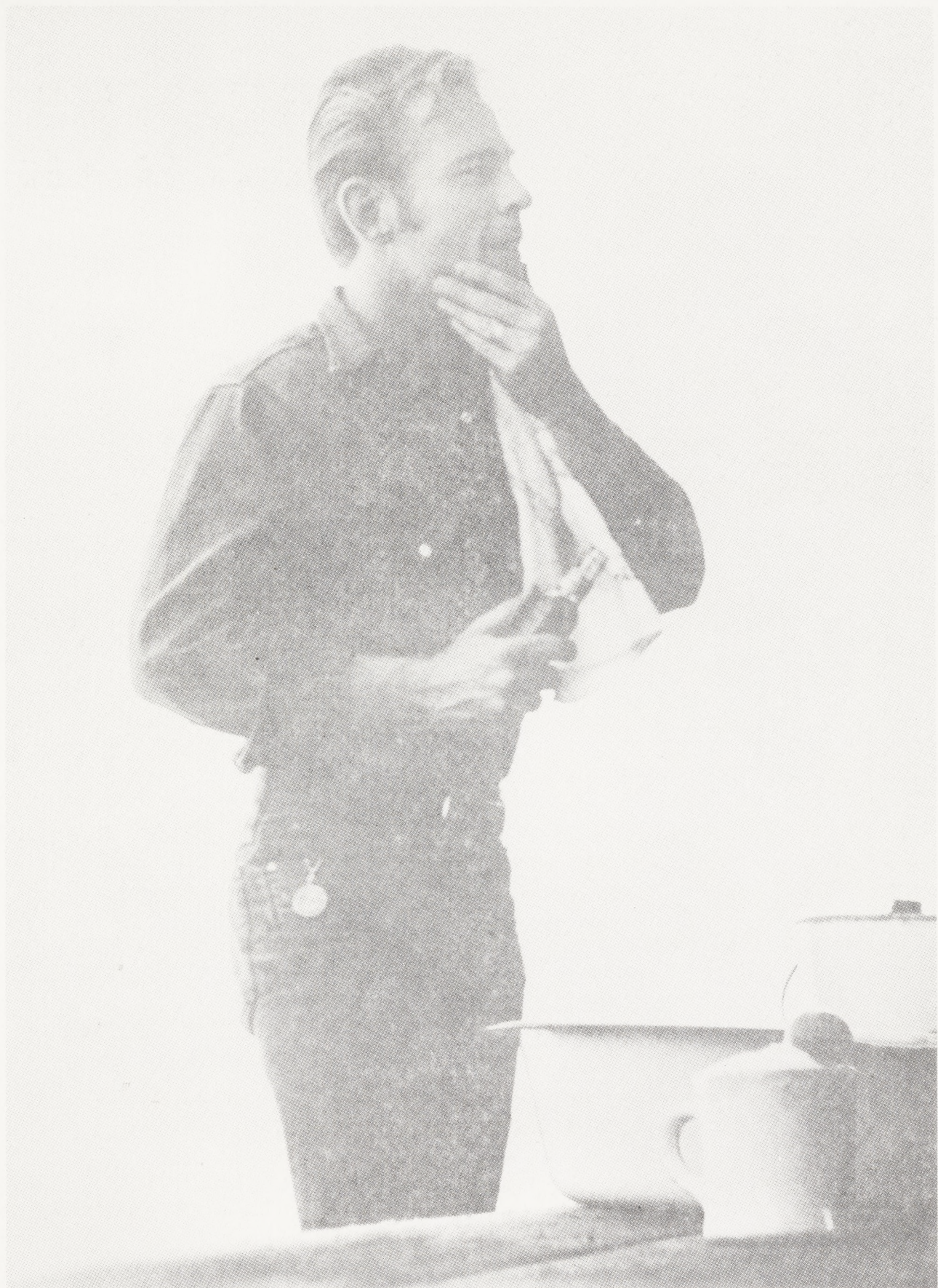


**THE CORONATION OF  
EMPEROR III OF SAN FRANCISCO**



**GRAND BALLROOM  
SHERATON PALACE HOTEL  
SEPTEMBER 14, 1974**





# SILVER SAGE

A COLOGNE FOR DUDES FROM KEYS WEST INC., SAN FRANCISCO



The Court of H. I. M. RUSS, Emperor II of San Francisco

Order in which Court Members will be presented:

BOB WIGGINS  
Knight of the Royal Banner

LARRY BARTHOLOMEW  
Mistress of the Royal Robe

BYRON CASEY  
Knight of the Royal Sabre

DENNY GEORGE  
Mistress of the Royal Goblet

NAOMI MURDACH  
Keeper of the Royal Jewels

T. JOHN DARLING  
Mistress of Propaganda and Madness

CHARLES SINCLAIR  
Countess of the Farallones

DON GEIST  
Lord

JOHN KISSINGER  
Lord

DOUG ANDERSON  
Lord

ROSS KIRBY  
Ambassador to Court of Empress IX, Frieda

HENRY VON DIE-CROFF  
Baroness Eugenie Victoria Von Die-Croff

OLIVER BLANCHARD  
From the House of Blanchard

DAVID HAMILTON  
Grand Dame

SIDNEY BARRETT  
Grand Dame

MAMA BERNIECE  
Grand Dame

DANNY COOKE  
Grand Dame and Golden Girl of Hearts

BOB CRAMER  
Knight of the Carnation

HECTOR NAVARRO  
Advisor to the Emperor

BOND SHANDS  
Advisor to the Emperor

BILL FLANAGAN  
Advisor to the Emperor

DICK WHEELER  
Ambassador to the Peninsula

JIM BECKER  
Emperor's Aide and Secretary

ROGER TENNYSON  
Advisor to the Emperor

DICK MATSON  
Advisor to the Emperor

ROBIN ROBERTS  
Ambassador to Monterey

JIM MC KEE  
Lord and Ambassador to Los Angeles

BOB BENNETT  
Knight to Los Angeles

TONY MANLEY  
Knight to Los Angeles

RAY PAYETTE  
Lord and Ambassador to British Columbia

TOM  
Ambassador to Orange County

GORDON JUHL  
Ambassador to Los Angeles

ED HEAVNER  
Keeper of the House

JOE BUCKLEY  
Grand Duchess to the Court of Emperor Russ

SHIRLEY FORD  
Flower Bearer

OLIVIERI RICHARD DIXON  
Chancellor of the Exchequer

RALPH ALLEN  
The Black Knight

WARREN D. ROBERSON  
The White Knight and Secretary of State

JIM CORBETT  
Lord of the Right Hand, Defender Champion of Emperor

VAN RICHARDS  
Imperial Lady

RUSS HIGGINBOTHAM  
Emperor II of San Francisco

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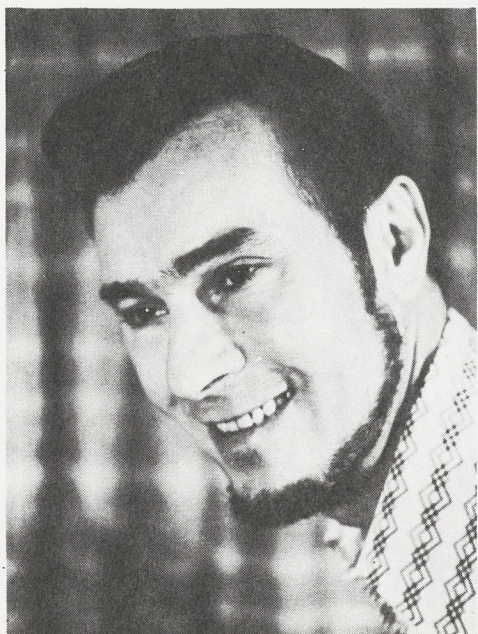
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# FAREWELL

On this day, September 14th in the year 1974, you have all gathered here tonight in this Grand Ballroom to bid a farewell to myself the Second Emperor of San Francisco and for the Coronation of our Third Emperor. We have made it through two grand years of having an Emperor in this great City. Without the help of all of you out there this evening, not only the of San Francisco, but to you who have traveled in all points East, West, North and South, I am on for the help and love you have given to me

who were willing to sacrifice much of their lives from within and a warm Thank You to

and spent many hours to help write the Con- thanks to you; without your help I don't think I

ank you for being so patient, and for the time in San Francisco, but during my travels to other beautiful City.

s office one year ago, thank you for electing

p tongue, do a little soul searching; I feel that

o, may your reign be a grand one and may s office that I did.

This past year has been a year of experience and a year that I will long remember. Thank you again for the Love and Cooperation that I received from each and every one of you. I bid you farewell. May God go with you.



RUSS II  
Emperor of San Francisco









# FAREWELL

H. J. H. Russ, Emperor of San Francisco  
and his Court  
request your presence  
at  
the Coronation of  
The Emperor of San Francisco  
Grand Ballroom  
Sheraton Palace Hotel  
on Saturday, the fourteenth of September  
ninetteen hundred and seventy-four  
Court Call at Eight-fifteen

\$7.50 Donation

Royal Courts will be  
formally presented.

On this day, September 14th in the year 1974, you have all gathered here tonight in this Grand Ballroom to bid a farewell to myself the Second Emperor of San Francisco and for the Coronation of our Third Emperor. We have made it through two grand years as an Emperor in this great City. Without the support of all of you out there this evening, not only the people of San Francisco, but to you who have traveled in all points East, West, North and South, I thank you for the help and love you have given to me

to those who were willing to sacrifice much of their time and money from within and a warm Thank You to

those who have helped and spent many hours to help write the Constitution. Thanks to you; without your help I don't think I could have done it.

Thank you for being so patient, and for the time you have spent in San Francisco, but during my travels to other parts of the beautiful City.

As I leave this office one year ago, thank you for electing me.

Let me speak my tongue, do a little soul searching; I feel that

To the next Emperor of San Francisco, may your reign be a grand one and may you receive the love and experience from this office that I did.

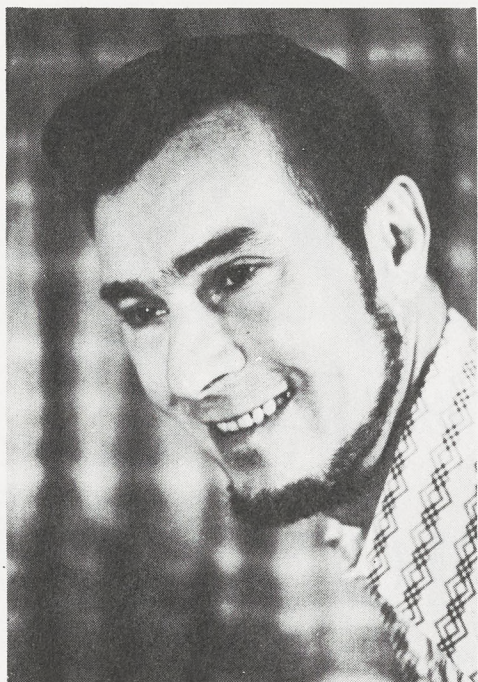
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RUSS II  
Emperor of San Francisco









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would like to express my sincere appreciation for the help and love you have given to me through this past year.

To my Court, a great group of people who were willing to sacrifice much of their own time and donate it to me, much love comes from within and a warm Thank You to each of you.

To the Committee who worked so hard and spent many hours to help write the Constitution for the Office of the Emperor, my thanks to you; without your help I don't think I would have been able to have done it.

To Don Geist and John Kissinger, thank you for being so patient, and for the time I needed to fulfill my obligations not only in San Francisco, but during my travels to other communities representing the people of this beautiful City.

To you who voted and put me into this office one year ago, thank you for electing me as your representative.

To those with a sharp pen and a sharp tongue, do a little soul searching; I feel that you will find Love and Happiness.

To the next Emperor of San Francisco, may your reign be a grand one and may you receive the love and experience from this office that I did.

This past year has been a year of experience and a year that I will long remember. Thank you again for the Love and Cooperation that I received from each and every one of you. I bid you farewell. May God go with you.

RUSS II  
Emperor of San Francisco



Return To Atlantis  
with  
*Her Imperial Majesty, Doni Lame'*  
*and the Court of the 16 th Rose*  
at  
CORONATION  
November 10th, 1974  
in  
Hilton Hotel Portland, Oregon  
"THANK YOU, RUSS II"

*The City Of Roses*  
  
&  
  
*The Portland Forum*  
  
*Present*  
  
"MANY HAPPY RETURNS"

*November 10th, 1974*

*Hilton Hotel      Portland, Oregon*







**THE OTHER INN**

**242 S.W. ALDER**

Your Host  
JIM FRANTZ  
With  
SIDNEY,  
& the original  
Bluebird of  
happness — MAMA  
BERNICE

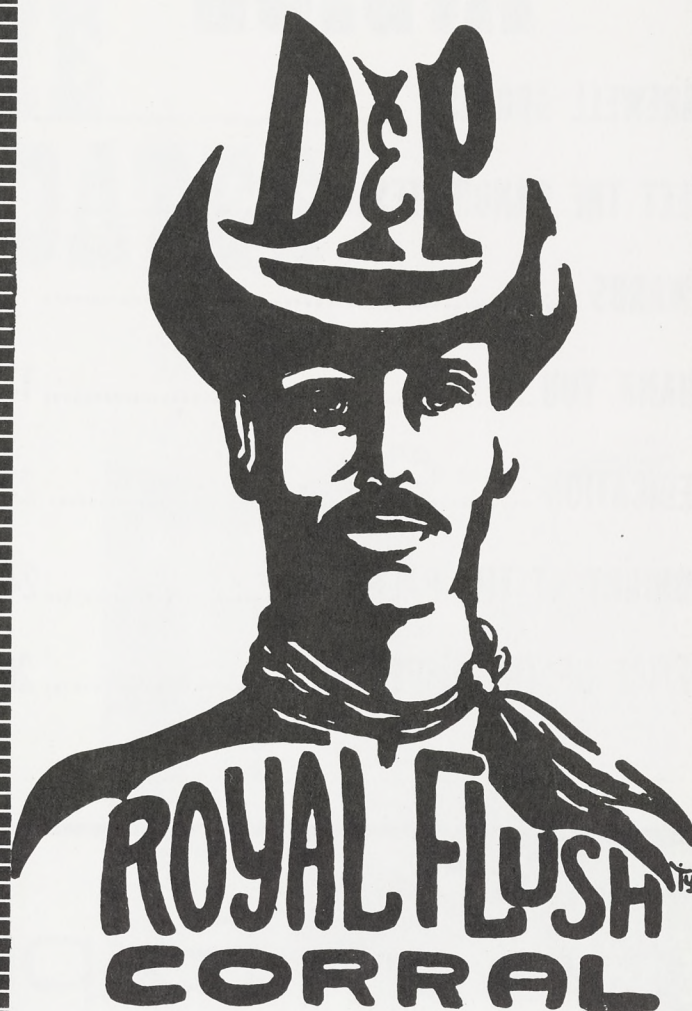
## KING'S COURT

CUSTOM BARBERS

150 POWELL STREET

ROOM 301 GA1 3051

SAN FRANCISCO



SHOWS... Every Fri. & Sat.

10:30 & 12:00

604 SW 2nd PORTLAND



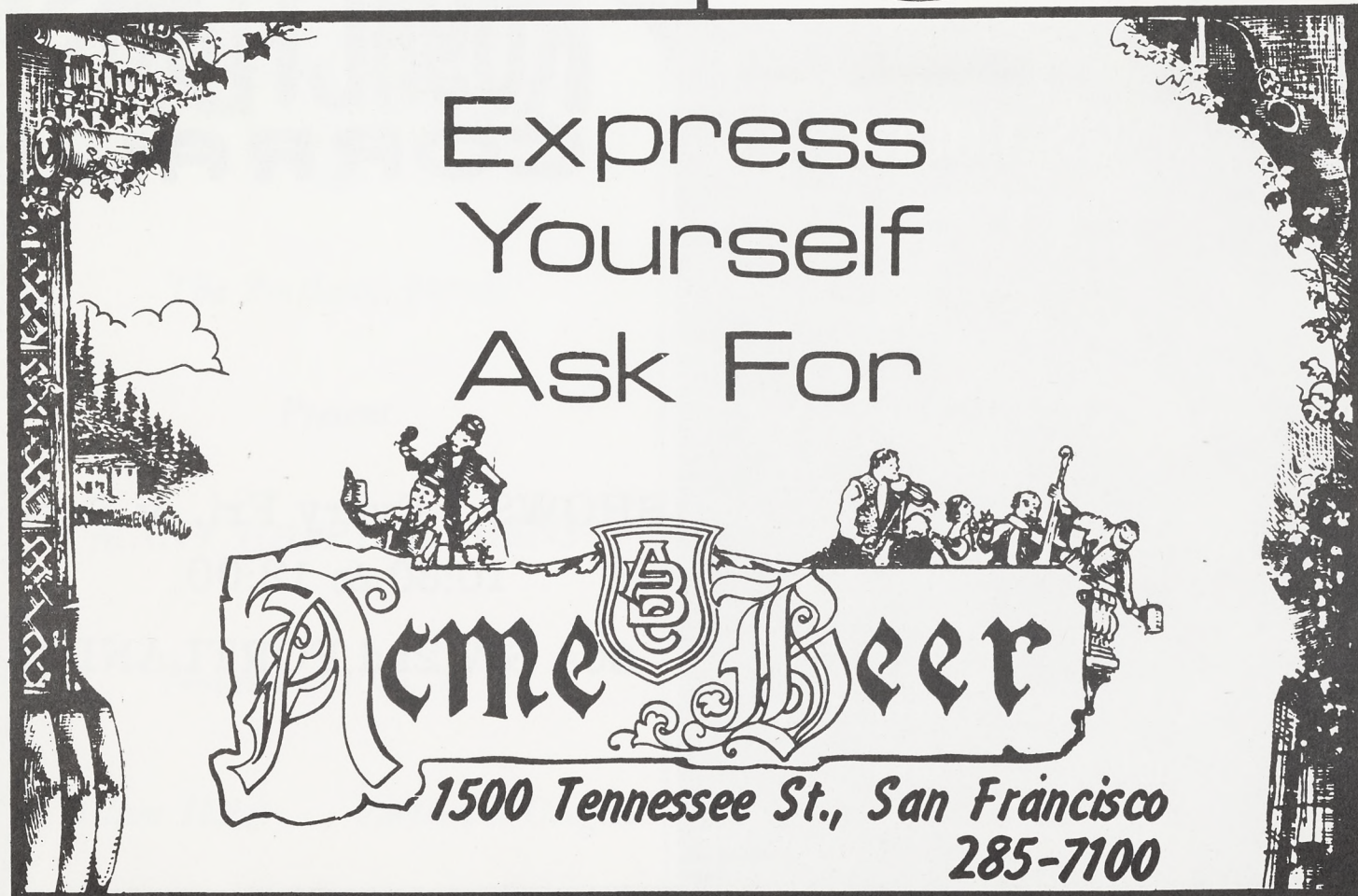
# INSIDE

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THANK YOU .....	13
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*I would like to thank the people who helped put this coronation program together: Curt Bryan, Vanessa, and Emperor Russ for selling ads; Walt and Glenn for the artwork; and Art, of Art's Printing House, for the printing; and especially the Advertisers themselves.*

*Without the help of all of you, we wouldn't have been able to do it.*

*Jim Becker*



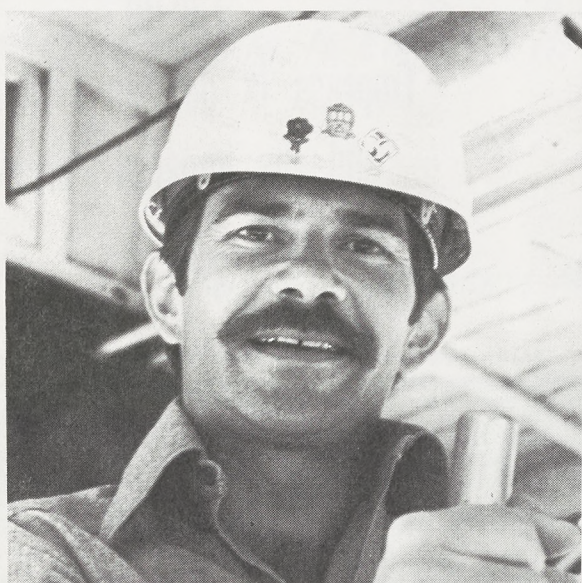
Express  
Yourself  
Ask For

**Acme Beer**

1500 Tennessee St., San Francisco  
285-7100



# MEET THE CANDIDATES



**Bob Cramer**

was born and raised in the San Francisco area, the last 15 years being spent in San Francisco. During the past ten years, he has been involved with Vector, S.I.R., Pride Foundation, San Francisco Academy of Performing Arts, and Yonkers Production Company. Bob has owned his own business for the last five years. He is 37 and a Capricorn.



**Harry Lordan**

was born in Chicago and attended the University of Wisconsin where he majored in Anthropology. He is an alumni member of TKE. He first came to San Francisco in 1963, moved to Los Angeles for six years, and returned to San Francisco in April of 1971. He is a member of S.I.R. and the Serpents M/C. He is 44 and a Gemini.





Purple Pickle

2223 MARKET STREET  
SAN FRANCISCO  
621-0441

*Introduces*

*The Dill Dining Room*

*"Your Mood in Exquisite Dining"*

*"To Emperor III  
Our Best Wishes"*

Congratulations to Emperor III.

May you enjoy a happy, healthy and  
meaningful reign.

To Russ -

Thank you for being a good husband.

FRIEDA

Empress IX de San Francisco  
and the Imperial Palace.



**LEATHER**  
**FOREVER**



## Bar Vest

Our Leather Forever Bar Vest is a man's vest. Crafted of soft top-grain leathers and featuring straight, simple lines, it goes anywhere with ease. With its detailed finishing, you will want to choose from Black, Antique Bronze or Dark Brown. Small, Medium, Large \$34.95

If you like, we can add a pair of patch pockets to hold those little things. Just add \$7.50 to the above price.

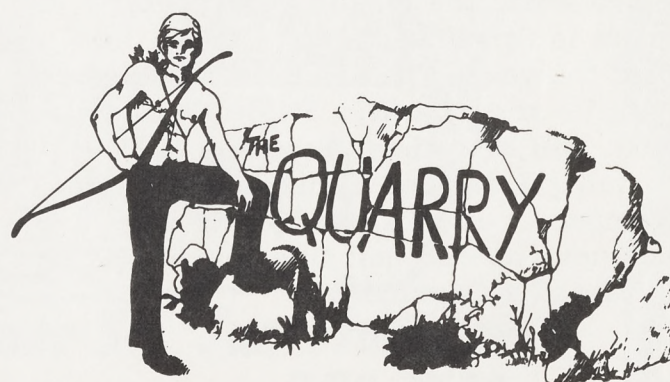
Include 10% for postage and handling.

NOW AVAILABLE:  
ALL NEW GIANT  
CATALOGUE NO. 2  
\$2.00  
(Outside U.S.: \$2.50.)  
GIFT CERTIFICATES

**LEATHER  
FOREVER**  
1702 Washington Street  
San Francisco 94109  
(415) 885-5773

BankAmericard, Master Charge & American Express: please include account number and expiration date.

# DATA-BOY Magazine





**TOTIE'S**



743 Larkin St.  
San Francisco

OPEN  
10 AM - 2 AM

673-6820

For The Good Times

*Winning is just the beginning.  
Congratulations to Emperor III*

*Princess Mike*

# AWARDS

Each year, the outgoing Emperor will present special awards to those individuals in our Community whom he feels have given unselfishly of their time and talents for the betterment of us all.

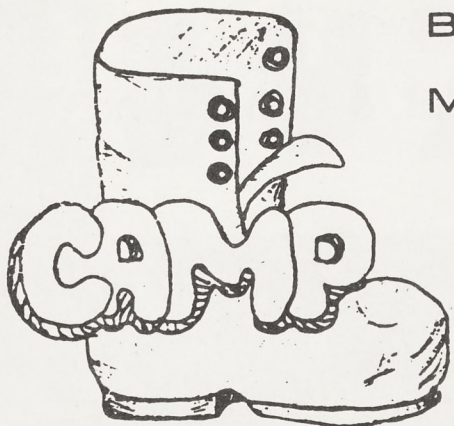
This year, Russ II will continue this practice by presenting a number of awards to various members of the Community in honor of their efforts.

The identity of these individuals will not be made public prior to the presentation.

THANK YOU, RUSS, FOR A JOB WELL DONE  
AND CONGRATULATIONS TO EMPEROR III

REMEMBER, WINNING IS  
JUST THE BEGINNING

FROM THE MANAGEMENT & STAFF:  
BILL MC WILLIAMS, MARCUS, KEN,  
MICHAEL, DICK AND TOM



**THE BOOT CAMP**

1010 BRYANT STREET

SAN FRANCISCO



**The Management  
And Staff**

# New Bell SALOON

1203 Polk Street  
(at Sutter)  
Phone: 775-6905



**Congratulates Emperor III**

**"Good Fortune Ahead"**



**ENTERPRISES**

**648-0579**

**message 956-1922**

**Era**

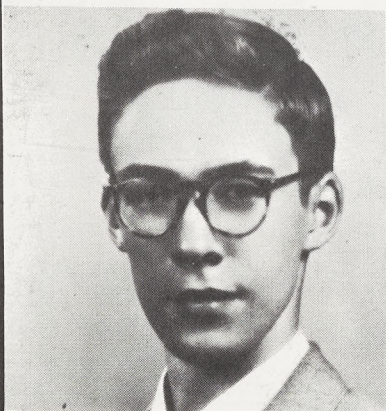
**Representative for**

**In Touch**

**Gay Mexico Guide**

**S.F. Gay Life**

**40 mirabel ave • san francisco 94110**



**I  
Love  
MY  
Pookie**

**HI YA**

**LEAH**

**club dori**

**Dining Nightly**

**Sat. & Sun. Brunch**

**WE 1-5896**

**427 Presidio Avenue  
San Francisco, Ca. 94115**



**BOB  
CRAMER  
for  
MIA  
Emperor**



**BUZZBY'S**

1436 POLK

phone 474-4246

*in the news*





**WILD GOOSE**

1488 PINE AT POLK

474-9613



# THANK YOU

The OFFICE OF THE EMPEROR would like to thank these individuals for their time and efforts to make this evening a pleasurable and memorable one:

## DECORATIONS

Carriage Trade

## FLAG BEARERS

Emperor Ed, Chairman  
Eddie Walsh  
Bob Lesham  
Chuck Demmon  
Mark Barrett

## POSTERS, TICKETS, INVITATIONS

Sir Bob Wiggins  
Lady Leah  
Sir Ed Heavner  
Jim Johner

## TICKET SALES

Sir Dixon - Polk St. Sally  
Sir Bob Wiggins

## ENTERTAINMENT AND CORONATION

Emperor II, Russ  
Sir Warren Roberson  
Sir Bob Cramer

## USHERS

Randy Johnson, Chairman  
Donna Mae  
Ralph Gibson  
Regina IV of San Jose  
Jason Mansfield  
Peter Decker  
Lee Raymond  
Bud Hobbs  
Dean Doolittle  
Steve Dyer

## ROYAL PAGE BOYS

Ray Hedges  
Jerry Prewitt

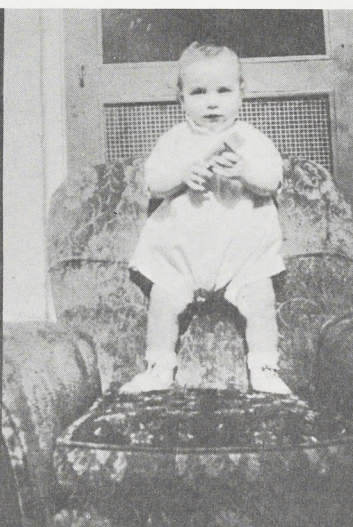
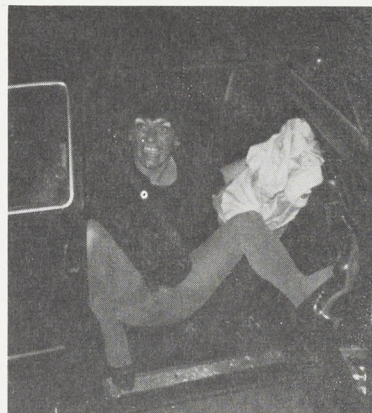
## SPECIAL ENTERTAINERS

Michelle  
Miss Sharon Anderson

## DELEGATE CAMPAIGNING

Randy Johnson  
Sir Bond Shands





THANK YOU







# YOU RUSS





**Congratulations to our new Emperor  
and  
Thank you Russ, for a beautiful year  
Kenny & Curt Castro Village**



**DAISY PRODUCTIONS**

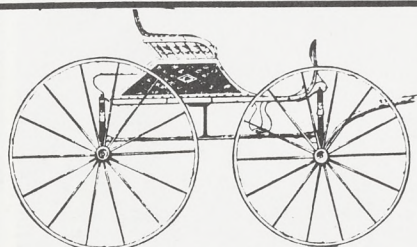
**SUPPORTS**

**★LA KISH★**

*for*

**EMPRESS X**

**OPERA  
LIVES!**  
THE CORNER GROCERY BAR  
1048 - 18th Street  
San Francisco  
S.M.



**THE CARRIAGE TRADE**

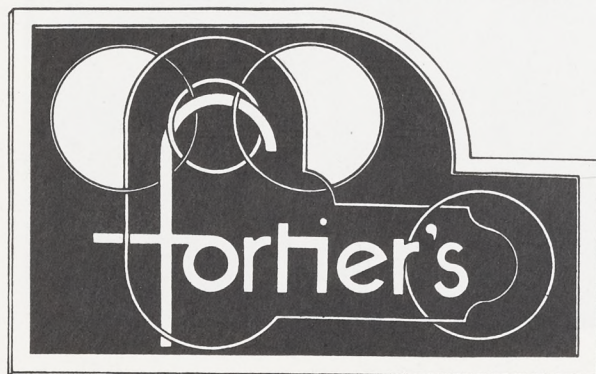
**621-2973**

**Castro Village**

**Best Wishes to our New Emperor and Congratulations to Russ for a  
Job Well Done**

**Michael & Staff**

**JEWELRY & SELECTIVE GIFTS**



**2335 MARKET STREET, SAN FRANCISCO 94114, 864-2207**

**6AM - 2AM DAILY**

**469 CASTRO  
626-5876**

**NOTHING SPECIAL**  
S. M. REG. CAL.





*La Kishi*



To you, Russ, a man I've learned  
to respect; to a man I love:

**Thank You**

**Tacky Tacky Ruth**

***TOMORROW***  
***S. I. R.'s FALL FAIR***

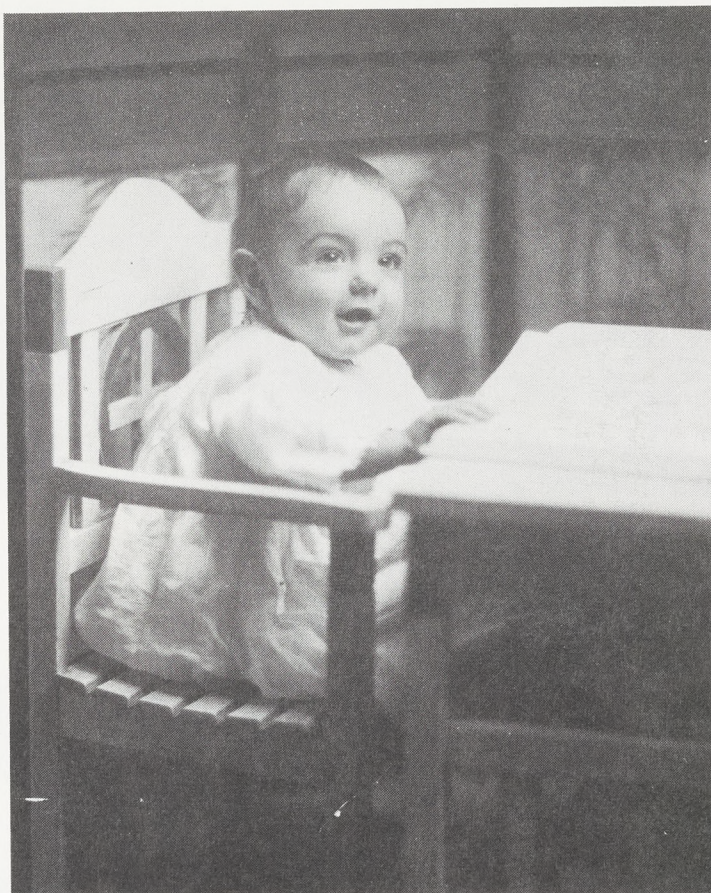
Vector Cover Boy Contest

Booths

Cinemattachine Movies

***2till 8PM***

Sir Center  
83 Sixth Street



*"I told you I was a beautiful baby."*

# **Congratulations Emperor III**

**Ron Ross**

**Mr. Gay San Francisco**

**Lennie Lynn**

**Miss Gay San Francisco**





Congratulations  
to Emperor II, Russ,  
a leader of the  
Community of San  
Francisco who has upheld  
the dignity of the Crown.

*Maxine,  
Empress VIII de  
San Francisco.*

*Maintaining the dignity and reputation of  
the office takes more than winning the title.*

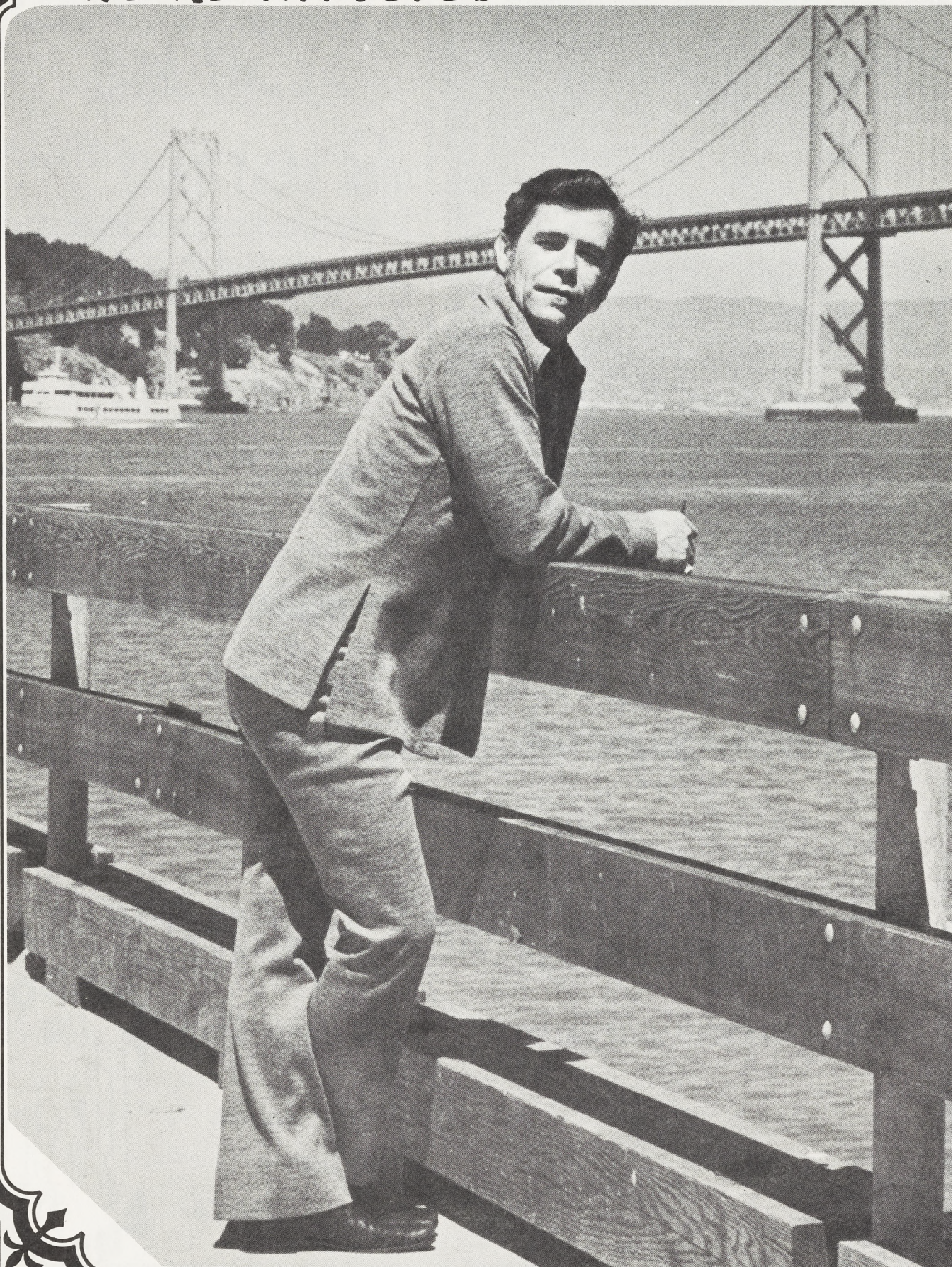
CONGRATULATIONS TO EMPEROR III

Your New Subject,  
ROBIN  
Of The





***WE'RE INVOLVED.....***





.....AND WE LIKE IT

↓ GANGWAY ↓

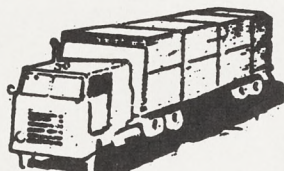
The Haven



527 CLUB



TRUCK STOP



REAR END

WORLD FAMOUS  
BLACK BEAUTY EATERING COMPANY

the RAMROD



END UP



THE  
PHON  
BOOT





EVEN EMPERORS

SWING AT

THE

# PENDULUM

6AM-2AM

CASTRO

VILLAGE



CASTRO ST. NURSERY

626-2562



IN CASTRO VILLAGE

863-1883

TOMMY'S PLANTS

Phone

621-9963

*Castro Rock Steam Baths*  
MEN ONLY - PRIVATE ROOMS  
**Open 24 Hours**

582 CASTRO STREET  
BETWEEN 18TH & 19TH ST. SAN FRANCISCO, CALIF.

# SOMETHING NEW....



# N'TOUCH

1548 POLK STREET. 441-8413



# DEDICATION

This Program Is Dedicated To The Constitution Committee  
In Appreciation For Their Dedicated Efforts On Behalf  
Of The Office Of The Emperor

Bond Shands, Chairman

Emperor I, Marcus

Warren Roberson

Bob Cramer

Jim (J.C.) Corbett

Emperor II, Russ

Hector Navarro

Bob Wiggins

Bill Flanagan



If I can't take my chicken with me,  
I'm not going to S.I.R.'s FALL FAIR  
tomorrow.



What are YOU bitching about. I got-  
ta get rid of this dumb fish before  
I can go.



Smiling and  
Friendly  
BARTENDERS

Waiting Your  
Pleasure

YOUR  
BARTENDERS

PAUL (DAYS)  
JOHN (NIGHTS)  
JIMMY (NIGHTS)  
GUEST (RELIEF)

UNDER  
NEW  
MANAGER

OPEN 10 AM  
Till 2 AM  
7 days a Week  
HAPPY HOUR

2 for 1

10 AM till 12  
4 PM till 6 PM.



# TONIGHT AT THE PALACE

Presentation of His Imperial Majesty, Emperor Russ

Presentation of American, Canadian, California, and San Francisco Flags

"The Star Spangled Banner"

Miss Sharon Anderson, Vocalist

Presentation of the Court of Emperor Russ

Presentation of Empress IX de San Francisco, Frieda

Presentation of Empress Frieda's Court

Presentation of Privy Council

Presentation of Candidates for Empress X de San Francisco

Presentation of Emperor I of San Francisco, Marcus

Presentation of Candidates for Emperor III of San Francisco

## INTERMISSION

Presentation of Title Holders

Awards Presentations by Emperor Russ II

Entertainment by Michelle

Presentation of visiting Royal Courts

Awards Presentations by Emperor Russ II

Entertainment by Michelle

Final Presentation of visiting Royal Courts

Coronation of Emperor III of San Francisco

Final Promenade of Emperor Russ and his Court

"God Bless America", Miss Sharon Anderson

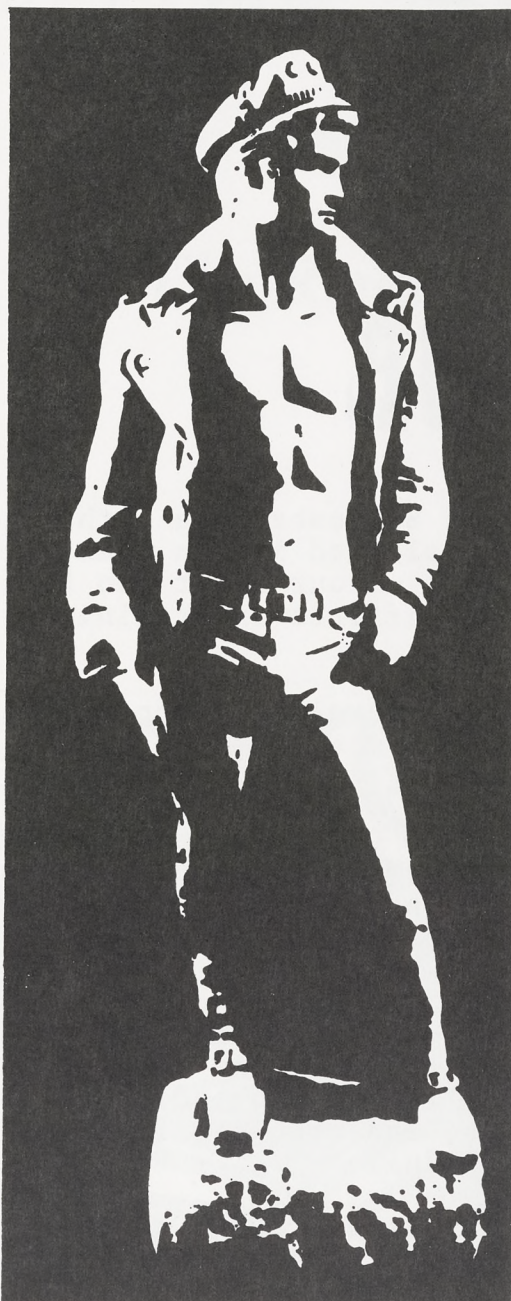
Homage to Emperor III of San Francisco



NORTH

or

SOUTH



*A Taste of Leather*

**Febe's**

ELEVENTH AND FOLSOM  
SAN FRANCISCO

*Don't Bother With The*



*You'll Find What You Want*

*At Long Beach's Outstanding Bar*

**MIKE'S CORRAL**

2020 E. Artesia - At Cherry  
(213) 423-9968



# OFFICE of the EMPEROR

On this, the fourteenth day of September, we gather together to crown the third Emperor to be elected in San Francisco. In so doing, we honor the accomplishments of our first two Emperors and the Community at large for their efforts in attaining the position we now enjoy.

There is no doubt that Marcus' travels, personality and hard work have brought complete and absolute acceptance to the Office of the Emperor.

In the waning days of his reign, Operation Concern was conceived to provide mental health care for those of Our Community less fortunate than ourselves. Topping its goal of \$10,000 during the month of July has proved the overwhelming success of this endeavor.

Immediately upon taking office, Emperor II, Russ, was faced with a change of ownership of the title of the Office of the Emperor from one individual to another. Concerned individuals in the Community gathered to intercede, the end result being that the title shall never rest in any one individual.

On June sixth of this year, members of Our Community witnessed the signing of the Constitution of the Office of the Emperor at the Phoenix. This effort culminated months of diligent work by the Constitution Committee.

The Community of San Francisco has a title which is completely accepted. At one minute after midnight tonight, title to the Office of the Emperor shall pass from Russ to the Community. At that same moment the Constitution shall take over as the governing force of the Office of the Emperor.

None of these accomplishments have come overnight, nor have they come about without the continued effort of the entire Community. We must now exert every effort to keep our Community alive and vital. San Francisco has long been the guiding light; we must keep that light glowing.



*May I Extend My Warmest Congratulations  
And Pledge My Continued Support  
To The Reign Of The New Emperor.*



*Sincerely,*  
*Jerry Oldenburg*

*Because We're All In This Together*





Missy for Empress V  
and  
Alan for Emperor III  
de Los Angeles  
October 6, 1974.